

How to Make a PSA

Surprisingly, the requirements for television video are not that high. You can make a PSA yourself with software you probably already have on your computer, i.e., Windows Movie Maker on the PC, and iMovie on the Mac. Each program is fairly similar and fairly intuitive to use.

If these instructions, or the Help section in your program is not enough, there are various tutorials on the internet.

Before you get started, it might be helpful to make a quick series of sketches or an outline of what you want to include in your video to help you get your thoughts organized.

Keep in mind that for copyright purposes, the content in your video either has to be originally created by you, be royalty free/public domain, or you have to get permission to use it. Wikimedia Commons is a good place to get royalty free content.

General Tips on the technical requirements

900 frames is the same as 30 seconds. Windows Movie Maker and iMovie don't use frames that I could find, but they do use seconds. So work in Timeline mode in seconds.

A "slate" is the same as the chalkboard that the old time movie makers used to hold up to the camera and write on "Scene 1/Take 3", for example. Unless you deliberately put a slate in, your movie will not have a slate, so this requirement is nothing to worry about, and can be ignored.

Here are some specific tips for each program.

Windows Movie Maker

The program is in storyboard view by default. Near the bottom of the page, change the program to Show Timeline instead of Show Storyboard, as the PSA can be no more than 30 seconds. There is a plus and minus sign near the timeline you can use to zoom in.

Before you start building your video you will need to collect the photos, video or music you want to include and put them in the proper folders ie, photos in My Photos folder, video in My Videos folder and music in My Music folder.

Once you're in Windows Movie Maker, you can use the links in the left hand column, to import in photos, videos or music. You can drag them to the timeline and arrange them in the order you want. Once they're in the timeline you can also drag on the ends of the clips to make them shorter or longer. You can add transitions between each photo or video, such as fade in/fade out. You can plug in a microphone into the microphone jack of your computer to add narration.

The PSA has to start with one frame of black, so start with the black photo we provide. http://mcwpa.org/wp-content/uploads/2011/03/black_slide.jpg Click on the link and right click on the picture. Choose Save Picture As to save on your computer. In the timeline, drag the end to make it as short as possible. It probably won't be exactly one frame, but it will be close enough.

End your video with the MCWPA logo/website placeholder we have provided. http://mcwpa.org/wp-content/uploads/2011/03/final_slide.jpg Click on the link and right click on the picture. Choose Save Picture As to save on your computer. This is just a temporary and we will provide you the actual slide to insert before the final release of the PSA. Make this about 3 seconds long so people have a chance to read it.

When you have finished your video and are ready to upload it to YouTube, choose Finish Movie / Save to My Computer / Best Quality for Playback On My Computer

Your video by default will be located in the My Movies folder.

If you win the contest, the file needs to be in AVI format: Choose Finish Movie / Save to My Computer / (show more choices) / Other Settings / DV-AVI (NTSC)

Depending on the file size and your internet connection, you may need to be able to burn your movie to a CD/DVD or save it to a USB flash drive to send it in.

iMovie

Open the program. Choose start New Project / DV format.
Put the program in storyboard view by choosing the clock icon instead of the film icon (lower left near the bottom). This will help you make sure the PSA is no more than 30 seconds.

Before you can start putting together your video you will need to have your photos, video clips or music already on hand. Open iPhoto and drag the photos in. Open iTunes and drag the music in. For video clips, open iMovie, select the Clips button and drag your clip into one of the empty gray squares on the right.

In iMovie, you can access your photos, music, etc. by navigating through the appropriate buttons on the lower right side. Then just drag them into the timeline and arrange them in the order you want to create your movie. Once they're in the timeline you can drag on the ends of the clips to make them shorter or longer.

You can plug in a microphone into the microphone jack in your computer to add narration. In iMovie, select the Audio button and you will see a sound level bar and a record button.

If you're already familiar with Garageband, you can use it instead, for greater control over your narration. When you're done (in Garageband), choose File/Send to iTunes, so

iMovie can access it. There are also some great loops in Garageband which are royalty free, and would make nice background music.

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When you have finished your video and are ready to upload it to YouTube, : Choose File/Share/Compress Movie For: Expert Settings/Export: Movie Quicktime Movie.

Your Movie file should have the extension .mov. For example MyPSA.mov.

By default it will be located in the Movies folder on your computer.

If you win the contest, the file needs to be in AVI format: Choose File/Share/Compress Movie For: Expert Settings/Export: Movie to AVI

Depending on the file size and your internet connection, you may need to be able to burn your movie to a CD/DVD or USB flash drive to send it in.

How to Upload Your Video to YouTube

Create a YouTube user account.

When you log into YouTube you will see a small Upload text link at the top of the page. Click on the link, which will take you to the next page with a yellow Upload button.

Click on the button and navigate to the folder where your movie file is. Select the file and click Open. Your file will start uploading.

When your file is done uploading YouTube will give you a link of where to find it.

If you forget where the link is, you can click on your user name at the top right of the page. Select My Videos to go to a list of your videos on YouTube. Click on any video to go to that video's page, where you can get the link.